



**Alberta  
Cattle  
Commission**

# GRASS routes

**The Alberta Cattle Producer Monthly Update**

March 1997

Call us at (403) 275-4400



## FYI

### **What Beef Do People Buy?**

*Per cent of beef sales  
- Kilogram basis:*

Steaks	17.6%
Roasts	19.4%
Ground beef	47.7%
Other beef*	15.3%

*Per cent of beef sales  
- Dollar basis:*

Steaks	26.3%
Roasts	20.3%
Ground beef	35.6%
Other beef*	18.0%

(\*stew cubes, stir-fry  
strips, organ meats)

**Cattle Market  
Information  
Slaughter Line  
(403) 274-4340  
Feeder Line  
(403) 274-4345**

### **"Awesome Agriculture" in the Classroom**

What do grade four students in Alberta think about agriculture? "Fun, exciting, interesting, awesome!" are some of the responses heard by over 600 Classroom Agriculture Program (CAP) volunteers during the last 12 years.

It's the eager anticipation of the CAP visit that keeps volunteers willing to come back and schools keenly interested in learning about agriculture.

**During Agriculture  
Week, March 10-14,  
approximately 26,000  
Alberta grade four stu-**

**dents in over 1,100 classrooms will hear agriculture's story.**

CAP is stronger than ever with support from 15 commodity and farm groups. Both the Ministers of Agriculture and Education have endorsed CAP.

CAP Chairman Janet Cordes of Rolling Hills is excited with the program's new artwork, games and activities.

"In addition to new artwork and games, the volunteers will more fully explain the value-added part of our agricultural industry," notes Cordes.

### **Follow-up to the Petrochemical Study**

**A one day conference to bring cattle producers up-to-date on follow-up and potential research activities relating to the cattle and the oil and gas industries** is tentatively scheduled for April 15 in Red Deer.

Following recommendations from the Alberta Cattle Commission report, various government agencies have begun follow-up activities. The results will be outlined at the April workshop.

**The scientists have concluded there are three primary areas that could be studied.** First, exposures and doses of materi-

als that beef cattle might come in contact with or might be subjected to.

Secondly, as a result of those kinds of exposures, how might their immune system be challenged and could there be nutrition and reproductive problems if exposed to certain materials.

Third, 'confounders' which refers to making it difficult to reach conclusions as to the cause of problems. Confounding areas that might come into play include nutrition or a disease. These factors could create difficulty in determining if there actually is a problem with oil and gas activities.

### **Beef Support Now in Place at the Foodservice Level**

The Alberta Cattle Commission has hired chef Marty Carpenter as the new Alberta Foodservice Coordinator.

**The program goal is to increase beef sales at the foodservice level by working directly with restaurants and product suppliers.**

Restaurants will be able to call on the coordinator for promotional materials and information on unique ways to serve beef.

In addition, Carpenter will work with the province's packers "to help set up incentive programs and to assure beef products are being used and sold as best as possible."

**"Working with the restaurant and foodservice sectors, we want to see beef become the principal protein, center of plate item and increase usage of non-prime cuts off the hip and chuck,"** adds Carpenter.

The Alberta Cattle Commission set out on the five year foodservice program to increase the profile of beef.

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